Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-24 (Cancelled)

25. (Currently Amended) Message transmission system comprising a telecommunication network comprising a communication server and at least one wireless telephone, the server comprising means for sending messages to one or more wireless telephones, the wireless telephone or telephones being equipped with means for storing and processing messages (Mess-Serv), wherein each message (Mess-Serv) comprises a first field (V-TYP) containing ~~at least one~~ information in a plurality of sub-fields relating to the standard profile of the recipient of the message, and in that the processing means identify and compare ~~each~~the information of the standard profile contained in the message with ~~each~~ matching information in the profile stored in each wireless telephone relative to the subscriber using the wireless telephone and authorize the storage of the message in the storage means if the profile of the subscriber using the wireless telephone is compatible with the standard profile contained in the first field of the message.

26. (Previously Presented) Message transmission system according to claim 25, wherein the message comprises a field containing a reference address of the server and in that the processing means store information on the utilization of the messages, said information being sent to said server.

27. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module that is automatically configured during its activation based on selection conditions contained in a second field (V-AFF).

28. (Previously Presented) Message transmission system according to claim 27, wherein the service module is in a high-level language interpreted by the virtual machine of a SIM card.

29. (Previously Presented) Message transmission system according to claim 27, wherein the service module includes means for sending an acknowledgement of receipt of the message stored based on selection data (ACK) contained in a second field (V-AFF) of the message.

30. (Previously Presented) System according to claim 27, wherein the processing means include means for sending an acknowledgement of receipt accompanied by the profile of the wireless telephone user based on selection data (ACK-PRO) contained in a second field (V-AFF) of the message.

31. (Previously Presented) System according to claim 27, wherein the service module comprises means for activating the display of each message based on selection data (INDIC-AFF, CPT-AFF, INI-AFF) contained in the second field (V-AFF) of the message.

32. (Previously Presented) System according to claim 29, wherein the selection data includes a counter of a number of displays (CPT-AFF).

33. (Previously Presented) System according to claim 29, wherein the selection data includes a second counter of a number of display initializations (INI-AFF).

34. (Previously Presented) System according to claim 29, wherein the selection data includes an indicator (INDIC-AFF) of the display mode chosen from several possible modes.

35. (Previously Presented) System according to claim 34, wherein the display modes are parameterizable and multiple and correspond to at least:

a) the mode for displaying the message every N times the wireless telephone is turned on;

b) the mode for displaying the message every N times a call is made by the subscriber;

c) the mode for displaying the message every N times a call is made to a particular number;

d) the mode for displaying the message every day starting at a given time;

e) the mode for displaying the message every time a call ends;

f) the mode for displaying the message when chosen by the user while running through the menu.

36. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module comprising an algorithm for transforming the message based on a utilization profile stored in the SIM card.

37. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module comprising an algorithm for processing constants and replacing them with names and vice versa.

38. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module comprising an algorithm for searching for a display following an external event.

39. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module including means for searching for available space for storing Previously Presented messages and erasing the messages displayed the number of times provided for.

40. (Previously Presented) System according to claim 25, wherein the processing means comprise a service module including means for sending notifications, the notifications containing the number of displays, the profile of each user, and data identifying the advertising client.

41. (Previously Presented) Method for transmitting messages in a telecommunication network comprising a communication server and at least one wireless

telephone, said server comprising means for sending messages to one or more wireless telephones, the wireless telephone or telephones being equipped with means for storing and processing messages, wherein it comprises:

a step for sending a message (Mess-Serv) comprising a field (V-TYP) containing at least one information in a plurality of sub-fields relative to the standard profile of the recipient of the message, and

a step for processing the message received by the recipient, for identifying and for comparing each information of the sub-fields in the standard profile contained in this message (Mess-Serv) with each information of a user's subscriber profile stored in the memory of the wireless telephone,

a step for storing the message in the storage means of the wireless telephone if the user's subscriber profile is compatible with the standard profile contained in the message.

42. (Previously Presented) Method according to claim 41, wherein the wireless telephone or telephones comprise display means, the method including a step for displaying messages upon occurrence of events specified in a field of the message.

43. (Previously Presented) Method according to claim 41, wherein it includes a step for sending an acknowledgement of receipt of the message.

44. (Previously Presented) Method according to claim 41, wherein it includes a step for sending an acknowledgement of receipt of the message, the acknowledgement of receipt being accompanied by the profile of the user that received the message.

45. (Previously Presented) Method according to claim 41, wherein it includes a step for sending a notification from the wireless telephone to the server, containing a number of times a given message has been displayed, the profile of the wireless telephone that displayed it, and data identifying the number of the message displayed and sent by an advertising client, as well as data identifying the advertising client.

46. (Previously Presented) A method according to claim 41 further including the step of logging and extracting statistics from notifications or acknowledgements of reception received from the wireless telephone using an algorithm in the server.

47. (Previously Presented) A method for utilizing services offered by a service provider via a message transmission system comprising a telecommunication network including a communication server and at least one wireless telephone comprising sending a message to said at least one wireless telephone, storing the message in the wireless telephone, processing the message in the wireless telephone, each message (Mess-Serv) comprising a first field (U-TYP) containing information relating to the type profile of the recipient of the message, comparing the profile stored in the wireless telephone relative to the subscriber using the wireless telephone with the profile contained in the message and authorizing the storage of the message in a memory in the wireless telephone if the profile of the subscriber using the wireless telephone is compatible with the type profile contained in the first field of the message.

48. (Previously Presented) A method according to claim 47 further including logging and extracting statistics from notifications or acknowledgements of reception received from the wireless telephone using an algorithm in the server.